



WRAL-FM
Raleigh, North Carolina
POLITICAL ADVERTISING DISCLOSURE STATEMENT
Presidential Primary
2016

The purpose of this Disclosure Statement is to make those parties who purchase political advertising and programming time fully aware of WRAL-FM's political advertising policies and procedures including application of the "lowest unit charge" provisions of Section 315(b) of the Communications Act, as amended (the "Act"), and the sponsorship identification provisions found in Section 317 of the Act and Section 441d of the Federal Election Campaign Act. This document does not constitute an offer to sell time nor is it a contract; rather, it is a statement of the policies that this station in good faith, attempts to follow in connection with the sale and placement of political advertising. The terms of any actual sale of time are contained in our sale contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sale contract. For more information, please contact Brian Grube, Local and National Sales Manager at (919) 890-6143, 3100 Highwoods Blvd, Ste. 140., Raleigh, NC 27604.

Orders for Political Time

Orders for political time will not be considered firm until the appropriate certifications and purchase request forms (see attached) have been delivered and, if the candidate is without an established credit history for prompt payment, the net cash payment has been received at least one week in advance of the air date of the first spot in the schedule. Advertising agencies must provide the station with a signed statement from the candidate authorizing the agency to purchase time on the candidate's behalf. Checks should be made payable to **WRAL-FM**. **No political spots will be scheduled after 6pm on day of election. The station does NOT accept advertisements during news programming.**

Acceptable Forms of Payment

Acceptable forms of payment include cash, check and direct bank transfer, debit and credit cards.

Lowest Unit Charge

During the 45 days preceding a primary or run-off election and the 60 days preceding a general or special election (the "Election Periods"), candidates are entitled to receive all discount privileges otherwise offered to commercial advertisers and are to be placed on a par with the most favored commercial advertiser of this station. That is, during the Election Period, candidates will be charged the "lowest unit charge" (the "LUC") for the same class and amount of time for the same period. At

times other than the Election Periods (the “Comparable Rate Period”), candidates may purchase time at rates comparable to those charged commercial advertisers.

The lowest unit charge provisions apply only during Election Periods to “legally qualified” candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees nor to non-candidate issue advertising. When requested, satisfactory proof must be provided to the station that the candidate is “legally qualified,” as that term is defined by the Federal Communications Commission and/or that the purchaser is authorized to buy time for the candidate.

At times other than the prescribed Election Periods, the rates charged candidates shall not exceed the charges made for comparable uses of the station by other advertisers. The Presidential Primary Period is from January 30, 2016 to March 15, 2016.

In the event we determine after the fact that a legally qualified candidate has been sold advertising at a rate higher than our LUC in that class of time, we shall provide appropriate refunds or credits as promptly as possible.

Federal Candidate Eligibility for Lowest Unit Charge and Certification

To qualify for the station’s lowest unit charge (“LUC”), federal candidates, or their authorized committees, must certify in writing, at the time programming is purchased, that the programming does not refer to another candidate for the same office, or if the programming does refer to an opposing candidate, they must certify in writing that the programming meets the following requirements:

The radio broadcast must include an audio statement, voices by the candidate identifying him or herself, the office being sought, and the candidate has approved the broadcast.

Candidates must make this certification in the form of the “Federal Candidate Certificate for Radio Advertising” attached hereto. Failure to adhere to this sponsorship identification disclosure means the candidate forfeits all rights to the LUC for all programming aired during the remainder of the Election Period.

In addition, please see North Carolina General Statutes §163-278.39A(c) for additional state disclosure requirements.

Proper Sponsor Identification – Federal Candidate Authorized Advertisements

Political programming which advocates the election or defeat of a federal candidate or that solicits any political contributions, regardless of whether or not it refers to another candidate for the same office, must comply with the following sponsorship identification rules.

The advertisement must include an audio statement by the candidate identifying himself or herself stating that the candidate approved the broadcast and that the candidate and or the candidate’s authorized committee has paid for the broadcast. As described above, if the broadcast refers to an opposing candidate in any manner, it must also identify the office being sought in addition, North Carolina law requires the disclosure statement to be at least three (3) seconds and joint statements must disclose the name of all sponsors.

In addition, please see North Carolina General Statutes §163-278.39A(c) for additional state disclosure requirements.

Proper Sponsor Identification/Certification – Third Party/Issue Advertisements

For political programming that (i) advocates the election or defeat of federal candidates; (ii) solicits any political contributions; or (iii) communicates a “message relating to any political matter of national importance,” but is not authorized by a candidate or his authorized committee, the advertiser must certify as to the following information in the form of the “Third Party/Issue Advertiser Certification” attached hereto: the purchaser’s contact name, address and home number; the purchaser’s chief executive officers or board of directors; the organizations connected to the Advertiser, the name of the candidate to which the programming refers (if any); in the case of a ‘political matter of national importance’ the issue in question, and that the advertiser is responsible for the content of the programming.

The sponsorship identification within the broadcast time sold must: 1) state that the programming is not authorized by any federal candidate; 2) clearly state the full name and permanent street address, telephone number or World Wide Web address of the person who paid for the communication; and 3) include the aural statement: “_____ is responsible for the content of this advertising.” The blank must be filled in with the name of the political committee or other person paying for the communication and the name of any connected organization, of the payer.

In addition, please see North Carolina General Statutes §163-278.39A(c) for additional state disclosure requirements.

Proper Sponsor Identification – Nonfederal Candidates

All advertisements purchased by nonfederal candidates must state that the broadcast is ‘sponsored, paid for or furnished by’ the identified sponsor. A pre-airing submission of all ads is requested to permit the station to verify compliance with the identification requirements.

Type of Rates Offered by WRAL-FM

This Station sells commercial time in units of either fifteen (15), thirty (30) or sixty (60) second increments throughout the day. *No political spots are scheduled after 6PM election day.* Rates are gross.

Type of Spots Offered by the Station

WRAL-FM offers two classes of time: 1) Rotations; 2) Run of Schedule

ROTATIONS

Spots are generally sold to be broadcast within specific day-parts. For example, one or more spots may be purchased to air between the hours of 6:00AM-10:00AM, the precise air time to be selected at the sole discretion of the Station. One or more spots may be purchased to air on any one or more days to be selected at the sole discretion of the Station; for example, on any three days Monday-Friday, on any two days, Monday-Sunday, or on either Saturday-Sunday. Further, one or more spots may be purchased to air during a period on any of one or more days. A rate will be quoted for virtually any period of time or series of days. Generally, the greater the flexibility the Station maintains for spot

placement, the lower the rate. (There may be limits on the number of commercials that can be purchased but such limits will comply with the FCC's Reasonable Access requirements for Federal candidates).

RUN OF SCHEDULE

ROS spots will be placed within the period of days and daypart purchased at times selected at the discretion of the Station. During period of heavy inventory, it is most likely that ROS spots will be broadcast during the least desirable time permitted under the rotation.

Tiers Offered by the Station

WRAL-FM offers three (3) tiers of immediately preemptible time. If a spot is preempted, a make good spot will be rescheduled, if requested, and broadcast within a reasonable period of time.

Tier 1- Immediately Preemptible with Notice

Typical clearance in this tier is 25-50%. Tier 1 rates are pre-emptible with prior written notice from Capitol Broadcasting Company.

Tier 2 – Immediately Preemptible with Notice

Typical clearance in this tier is 50-80%. Tier 2 spots are preemptible with prior written notice from Capitol Broadcasting Company.

Tier 3 – Immediately Preemptible with Notice

Typical clearance in this tier is 95-100%. Tier 3 spots are preemptible with prior written notice from Capitol Broadcasting Company.

Preemption Priority for the Same Tier

In the event our sale orders for the same tier for the same time period should exceed the station's available inventory, the station will, subject to the "reasonable access" requirements for federal candidates, establish a scheduling priority for the announcements on the following basis:

1. Outside the Election Periods during which the LUC is applicable, priority will be given to the schedule of spots purchased by the advertiser that has purchased, in the aggregate, the largest dollar volume of advertising. In the event two or more advertisers have purchased the same dollar volume, the advertiser whose order was purchased first will be afforded priority.
2. During the Election Periods during which the LUC is applicable, political advertisements qualifying for the "lowest unit charge" will be afforded scheduling parity with advertisements purchased by the station's most favored commercial advertisers. In the event the purchase orders of a commercial and political advertiser should be considered equal under these criteria, a political advertiser will be afforded priority. In the event the purchase orders of two or more political advertisers should be considered equal under these criteria, the candidate whose order was placed first will be afforded priority.

Additional Rate and Sales Information

The station's rate card sets forth the specific time periods within which spot time may be purchased. Packages are treated as volume discounts and are considered in calculating the LUC. Rates for other time periods or special programming are available upon request.

The station will supply the current selling level and the LUC for specific time periods, tier, and amounts of time upon request.

The station has calculated the predicted LUC for every tier sold on the station. The LUC in each tier may vary on a weekly basis depending upon the price of spots actually broadcast during each week. Candidates may purchase preemptible spots at a particular class' LUC or at a higher tier so as to decrease the potential for preemption. Candidates may also decrease the potential for preemption by purchasing a higher class of time.

For additional information about station rates, please contact Brian Grube, Local and National Sales Manager at (919) 890-6143.

Make Good Policy

In the event a spot is preempted, the station will notify the candidate and if requested will make good the spot through placement in a comparable time period or periods to deliver an audience comparable to the spot purchased. Packages are treated as volume discounts and are considered in calculating the LUC.

Audit Of Rates Charged

At the end of each week, the station will audit the rates for all political time sold during the Election Periods to insure that the rates charged candidates reflect the actual LUC, that is, the lowest rate any advertiser paid for the same class of spot that cleared during the same time period during the given week. Refunds will be issued for any overcharges.

Product Separation

WRAL-FM endeavors to separate commercial advertisers. In cases where limited inventory and high demand dictate, we run competitors in the same commercial break.

Recapture of Spot Time Sold

The station reserves the right to recapture spot time sold to a candidate to meet equal opportunity or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the station, the candidate will be advised as soon as practical and an appropriate refund will be issued.

Delivery of Copy

Advertisers must deliver advertising copy to Station at least two (2) days prior to the first scheduled broadcast date (MP3, DAT, CD, or DSL/Digital Website).

Waiver of Deadlines

Station reserves the right to waive its regular ordering and delivery of copy deadlines, where appropriate, to provide equal opportunity to political advertisers or to assure candidates' reasonable access.

Production Assistance

Station will provide assistance to produce political commercials or use of production facilities, if available, at no cost to the candidate. If duplicate tapes are needed for other stations, a charge of \$5.00 per dub will be made.

Arrangements for use of production facilities should be made with Station's Production Director at least two (2) working days in advance. Production facilities are scheduled on a first-come, first-served basis.

Station's Air Personalities and News Staff are not permitted to voice political commercials. Every commercial must be preceded with the phrase, "The following is a paid political announcement" and must contain proper sponsor identification as described in SPONSORSHIP SECTION of this Disclosure. If any such information is not a part of the commercial, Station will add such information within the quantity of time purchased.

Value Added Features

If scheduled during the Election Periods, candidates may purchase value-added elements offered to commercial advertisers in conjunction with spot time purchased.

Log Deadlines

Normal WRAL-FM log deadlines follow below (these deadlines will not apply during a holiday weekend or other selected weekends and will be adjusted accordingly):

| <u>Log For:</u> | <u>Order & Payment Deadline:</u> |
|------------------------|---|
| Monday | 12PM Friday (of prior week) |
| Tuesday | 12PM Monday |
| Wednesday | 12PM Tuesday |
| Thursday | 12PM Wednesday |
| Friday | 12PM Thursday |
| Saturday | 12PM Friday |
| Sunday | 12PM Friday |

No Production; Anti-Discrimination Policy

The station does not produce political advertising. Also, the station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity.

Further Information

We will provide, upon request, further information about our rates, advertising policies, advertising packages, rotators, and advertising plans. We encourage prospective political time buyers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on our station to enable you to make the most cost efficient and effective advertising decisions.

Contact Person; Further Information

We will be pleased to provide, upon request, further information about our rates, advertising policies, advertising packages, and advertising plans. We encourage prospective political time buyers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on our Station to enable you to make the most cost efficient and effective advertising decisions.

For further information, please contact:

Brian Grube, Local and National Sales Manager (919-890-6143)
WRAL-FM, 3100 Highwoods Blvd, Ste 140., Raleigh, NC 27604

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign Candidate Certification below.

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, _____,

being/on behalf of: _____, a legally

qualified candidate of the _____ political

party for the office of: _____

in the _____

election to be held on: _____

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

For programming that "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the check for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Name, address and phone number of contact person for candidate or candidate's authorized

committee PLUS name of treasurer (if different):_____

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To be Signed by Candidate or Authorized Committee

| | |
|-------|-----------|
| _____ | _____ |
| Date | Signature |

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

| | | |
|-----------|--------------|-------|
| _____ | _____ | _____ |
| Signature | Printed Name | Title |

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, _____

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast. of candidate or authorized committee

signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

TOTAL CHARGES:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

AGREEMENT FORM FOR NON- CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, _____
do hereby request station time concerning the following issue:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges (to be paid by check or in cash only):

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (following page)

I represent that the check for the above described broadcast time has been furnished by: and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the check, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents/contact persons of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

Date

Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

--

Title

AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance**

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|-----------------------------|---|-------------|--------------|---------------------------|----------------------------|
| | | | | | |

Total Charges (to be paid by check or in cash only):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.